

Fig. 1-10. A typical network configuration for a call center.

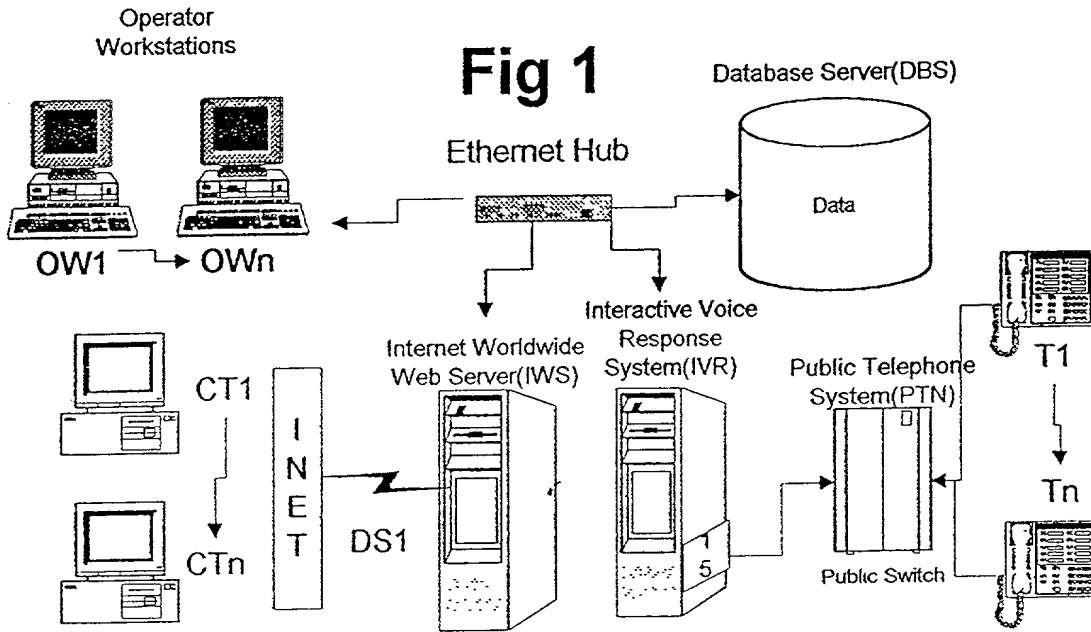


Fig 2

AD PERSONAL TABLE

FIELD NAME	Ref. #	DESCRIPTION
AD_MAILBOX_NUMBER	201	The five digit mailbox number assigned to an advertiser. The mailbox number is used as an electronic mail address for multimedia responses.
AD_PASSWORD	202	An advertiser's 5 digit password
AD_PHONE	203	An advertiser's telephone number
AD_EMAIL_ADDRESS	204	The electronic mailbox address of an advertiser.
AD_EMAIL_FILENAME	205	The filename of the e-mail audio file received from an advertiser
AD_DATE	206	The date an ad is placed
AD_GENDER	207	The gender of an advertiser
AD_MARITAL_STATUS	208	The marital status of an advertiser
AD_AGE	209	The age of an advertiser
AD_REVIEW_FLAG	210	Set to false to indicate that an ad needs to be reviewed.
AD_ORIGIN	211	Indicates if an ad originates on the IVR or the IWS
AD_PSYCH_PROFILE	212	Indicate the psychographic profile of an advertiser

Fig 3

AD GREETINGS TABLE

FIELD NAME	Ref. #	DESCRIPTION
GR_MAILBOX_NUMBER	301	The five digit mailbox number assigned to an ad.
GR_TYPE	302	The type of greeting stored (TEXT, VOX, WAV, REALAUDIO, PHOTO, etc.).
GR_REVIEW_FLAG	303	The flag that denotes if a file has been reviewed.
GR_FILENAME	304	The filename of a greeting.
GR_DATE_TIME	305	Date and time a greeting is posted to the database.
GR_CONVERSION_FLAG	306	Set to False if a file requires conversion to another format.

Fig 4

AD RESPONSE TABLE

FIELD NAME	Ref. #	DESCRIPTION
RSP_MAILBOX_NUMBER	501	The five digit mailbox number of the ad responded to.
RSP_DATE_TIME	503	The date and time a response is made.
RSP_TYPE	504	The type of response file (TEXT, VOX, WAV, REALAUDIO, etc.).
RSP_FILENAME	505	The filename of a response
RSP_CONVERSION_FLAG	506	Set to False if a file requires conversion to another format.

Fig 5

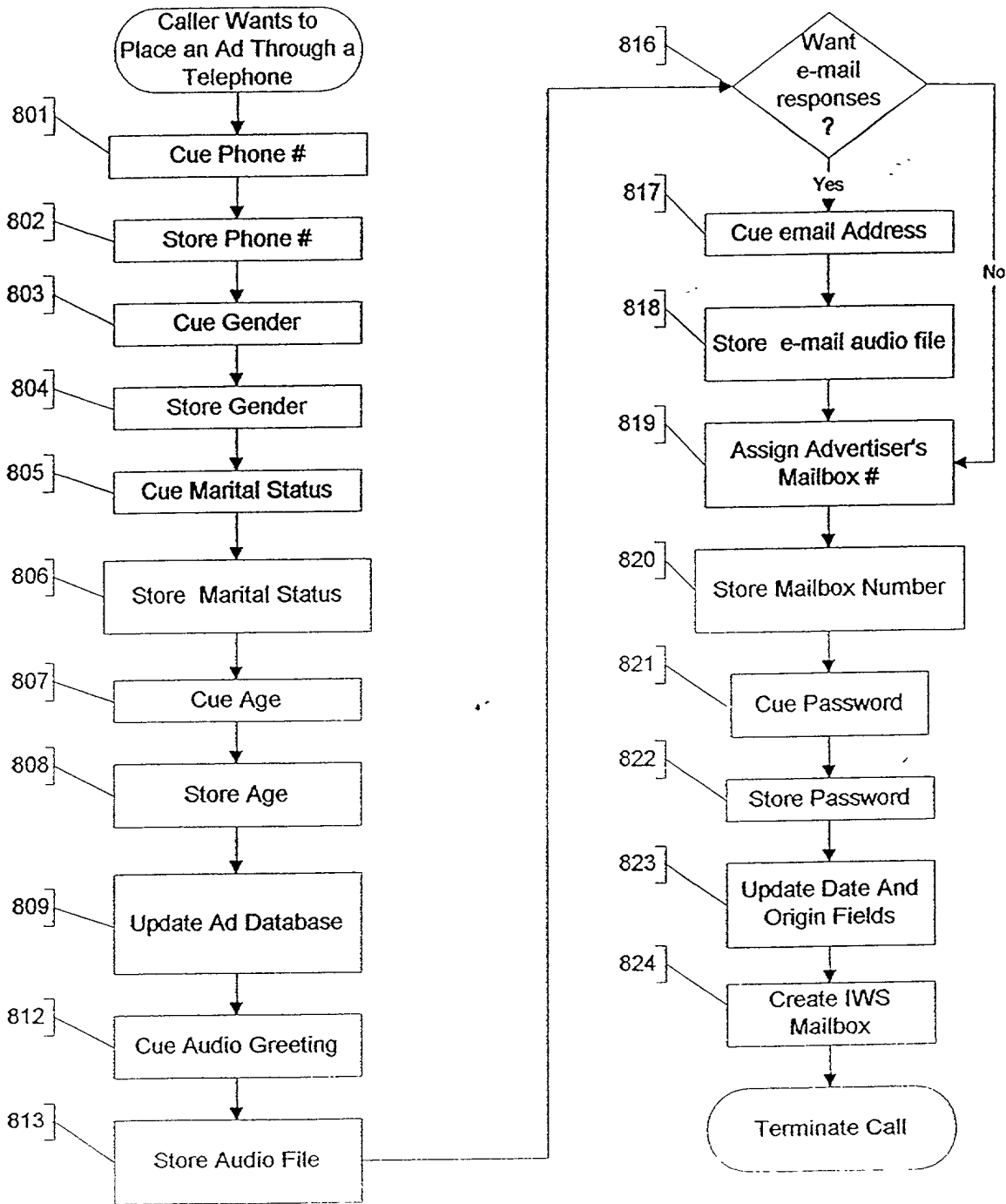


Fig 6

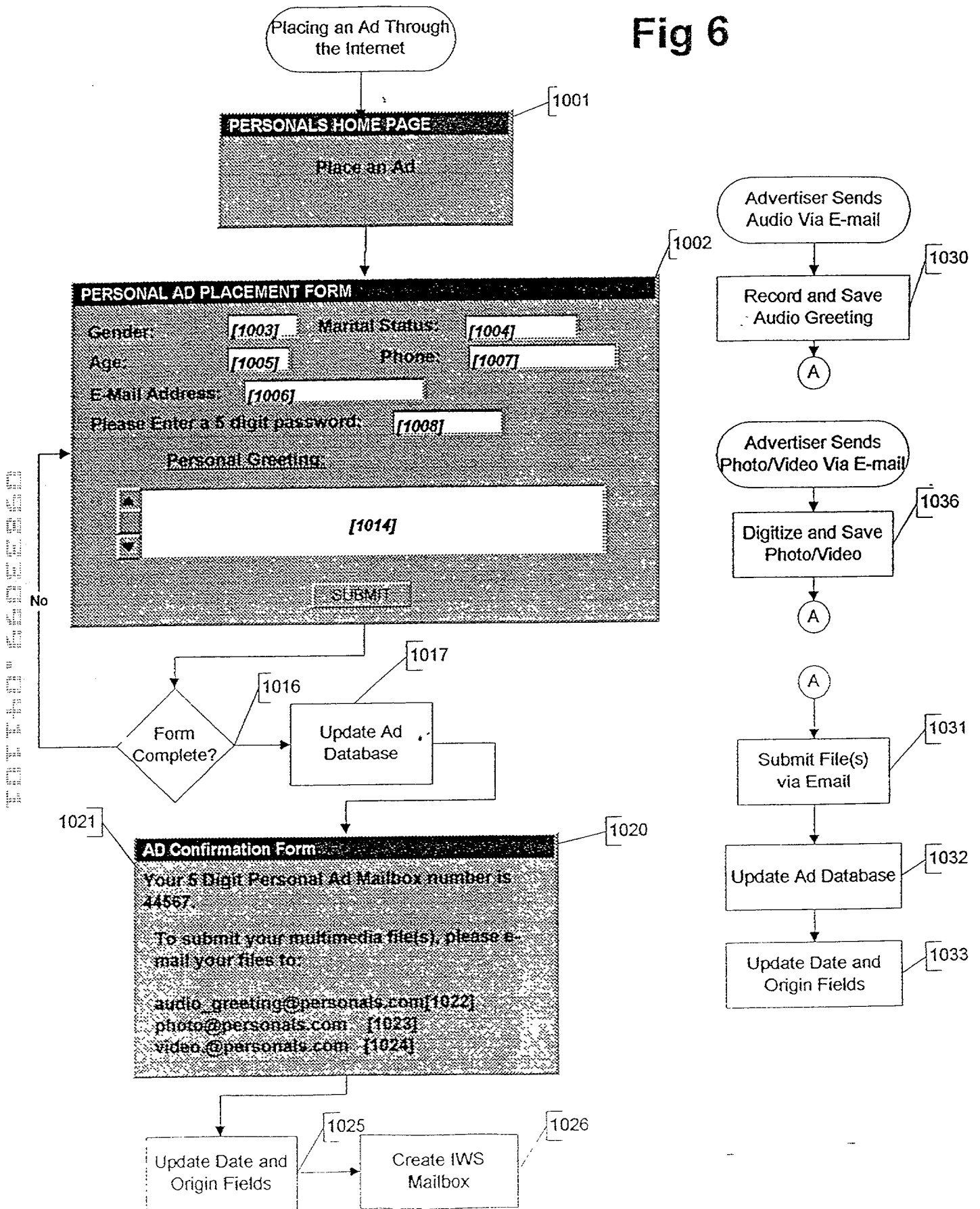


Fig 7

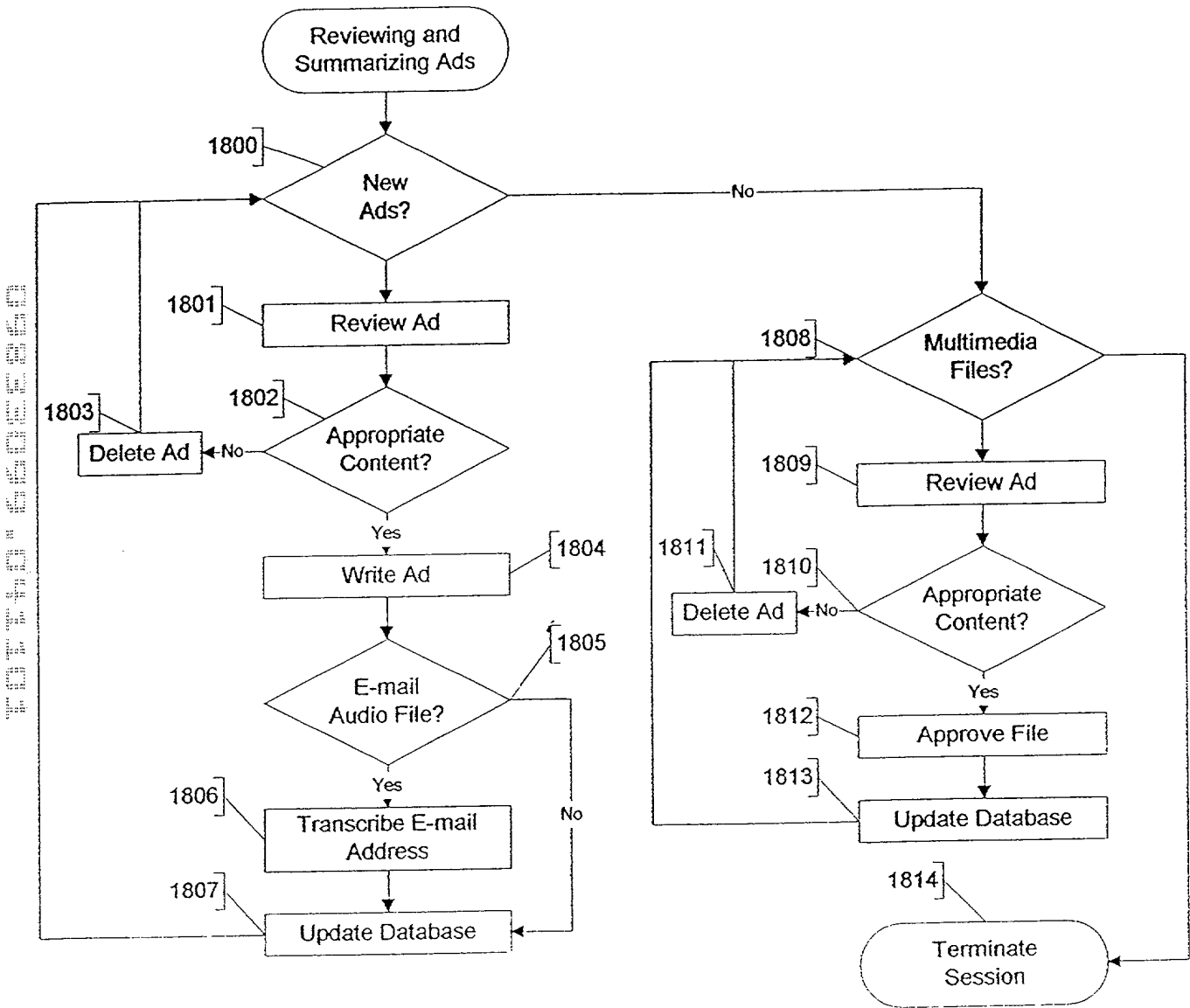


Fig 8

OUTGOING AND FUN

87654

I am a single white female, age 25, who enjoys movies, dining out, travel and the outdoors. I work as a secretary at a law office and love my job. I'm looking for an attractive single white male, age 25 to 30, for friendship and possible romance.



[2004

]2001

URBAN COWBOY

67672

I am a single white male who loves country music and the outdoors. I have a small horse farm outside of town I would love to show that special someone. I also enjoy cooking, hiking, swimming, and tennis. I'm looking for someone with similar interests.



]2003

NICE GUYS FINISH FIRST

45378

I am a divorced black male, age 40, and am new to the area. I was recently transferred here by my company and am looking for a new friend. I'm seeking a nice black female who can show me around.



]2005

]2002






	Ad Placed via Internet
	Ad Placed via Telephone
	Additional Text on Internet
	Photo available on Internet
	Video available on Internet

Fig 9

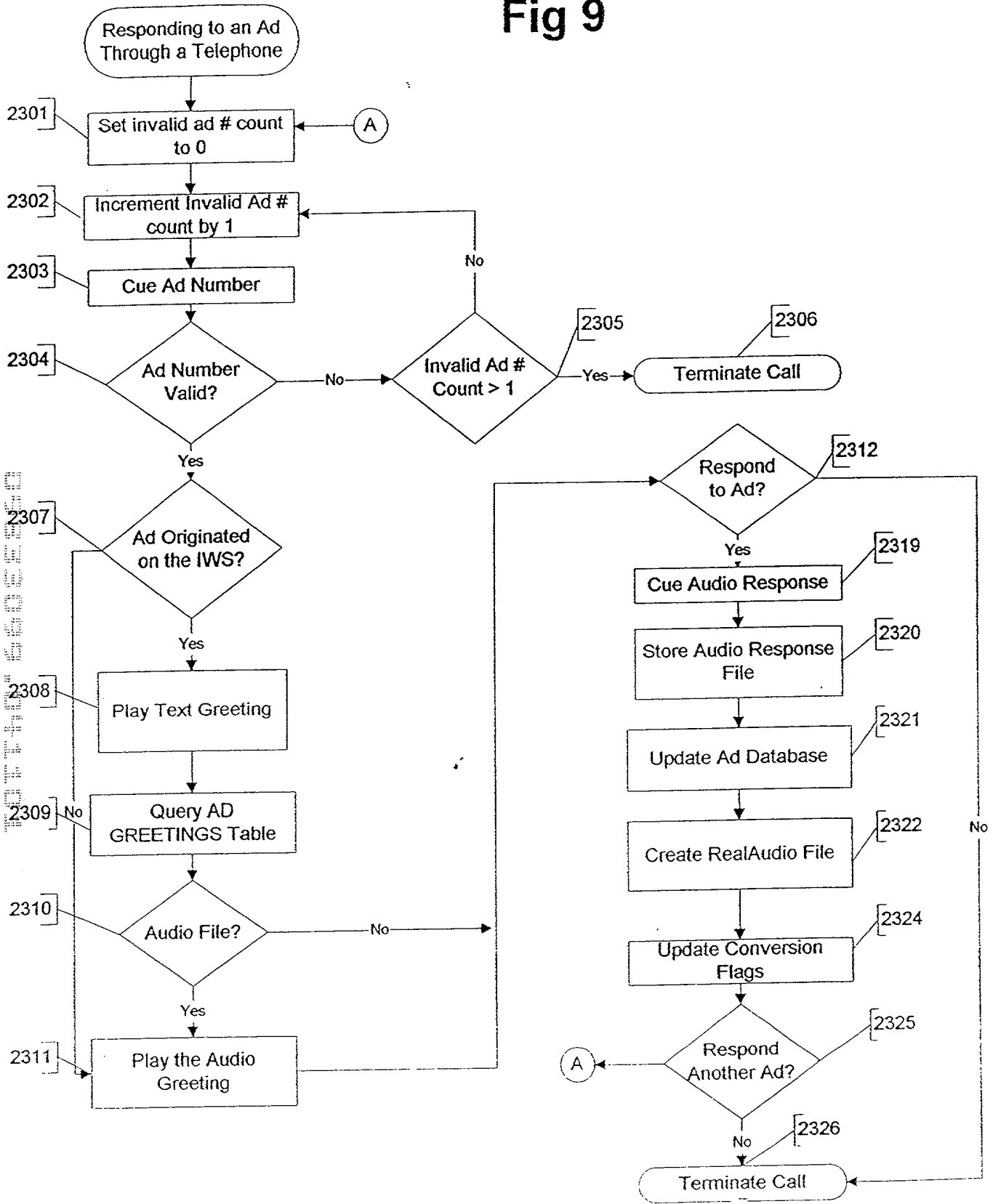
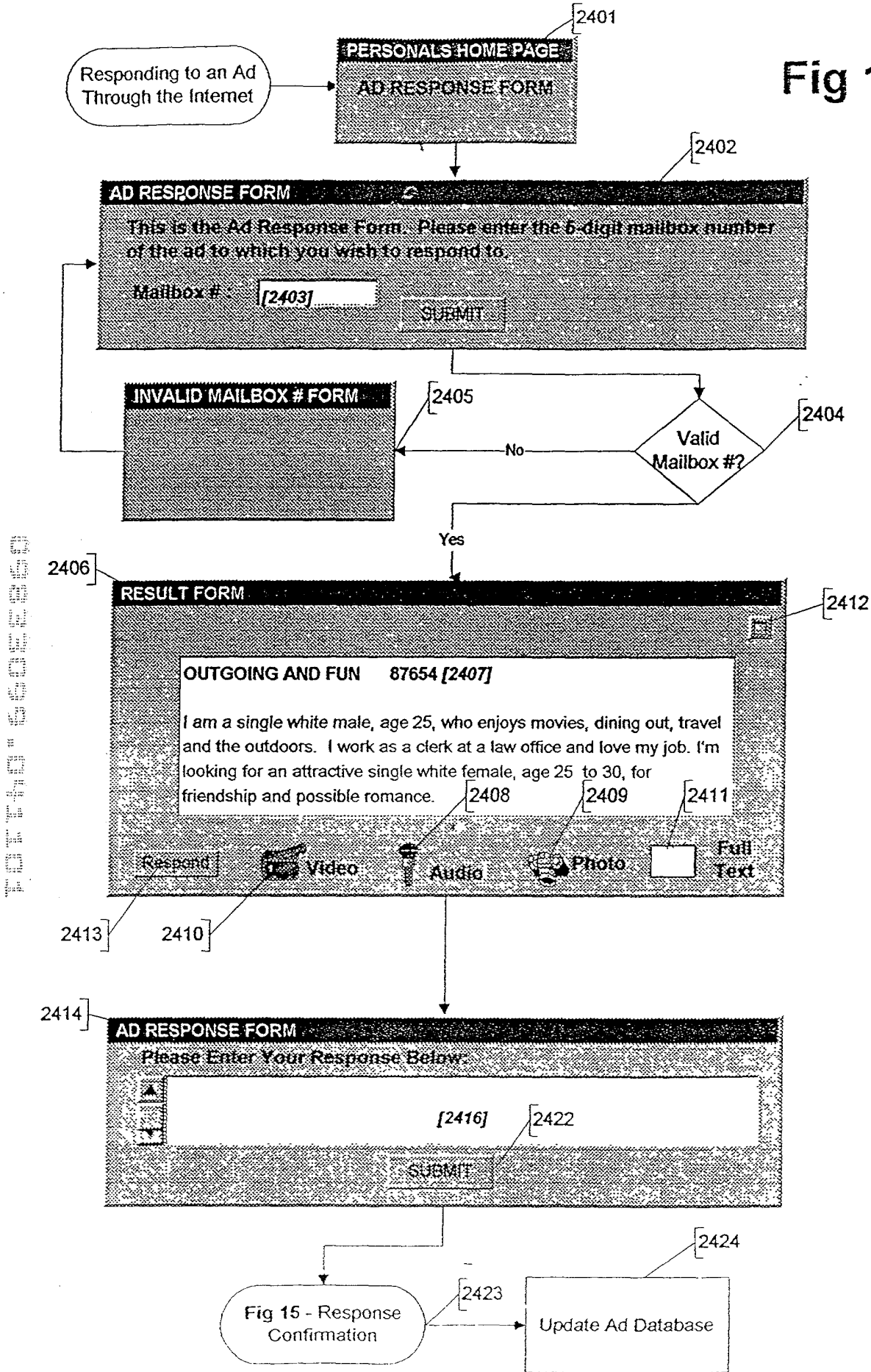


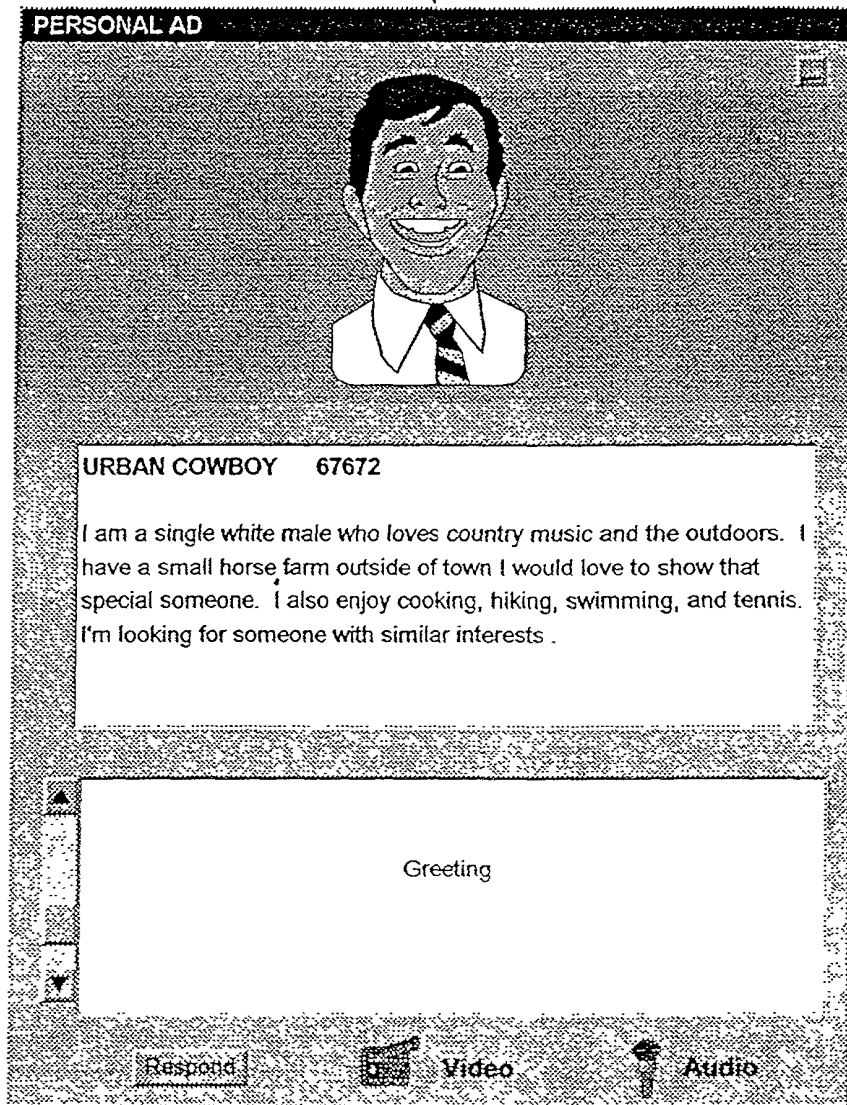
Fig 10



09833099-041101

Fig 11

Maximized Personal Ad



09833099-04101

Fig 12

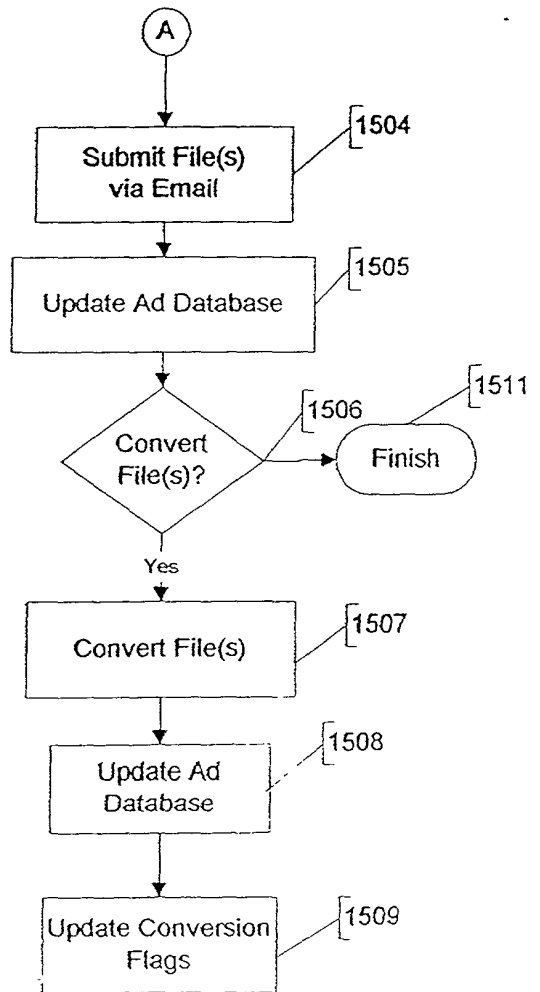
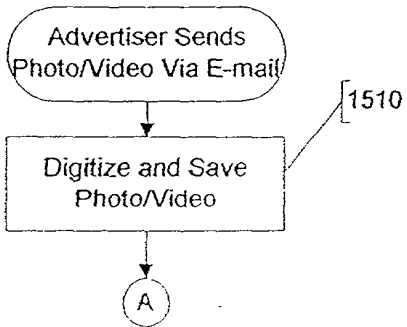
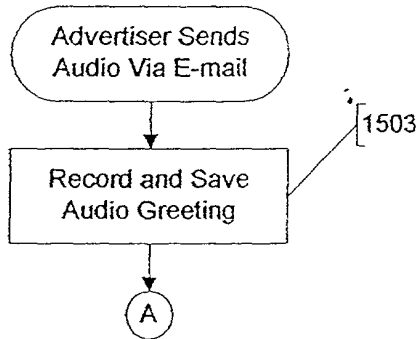
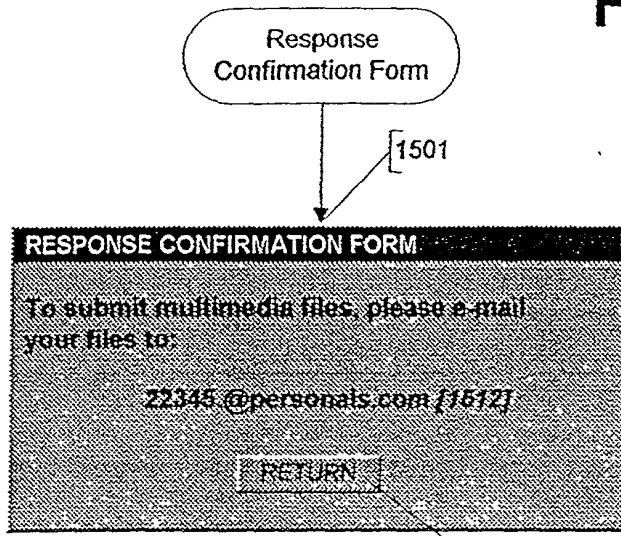


FIG. 12

Fig 13

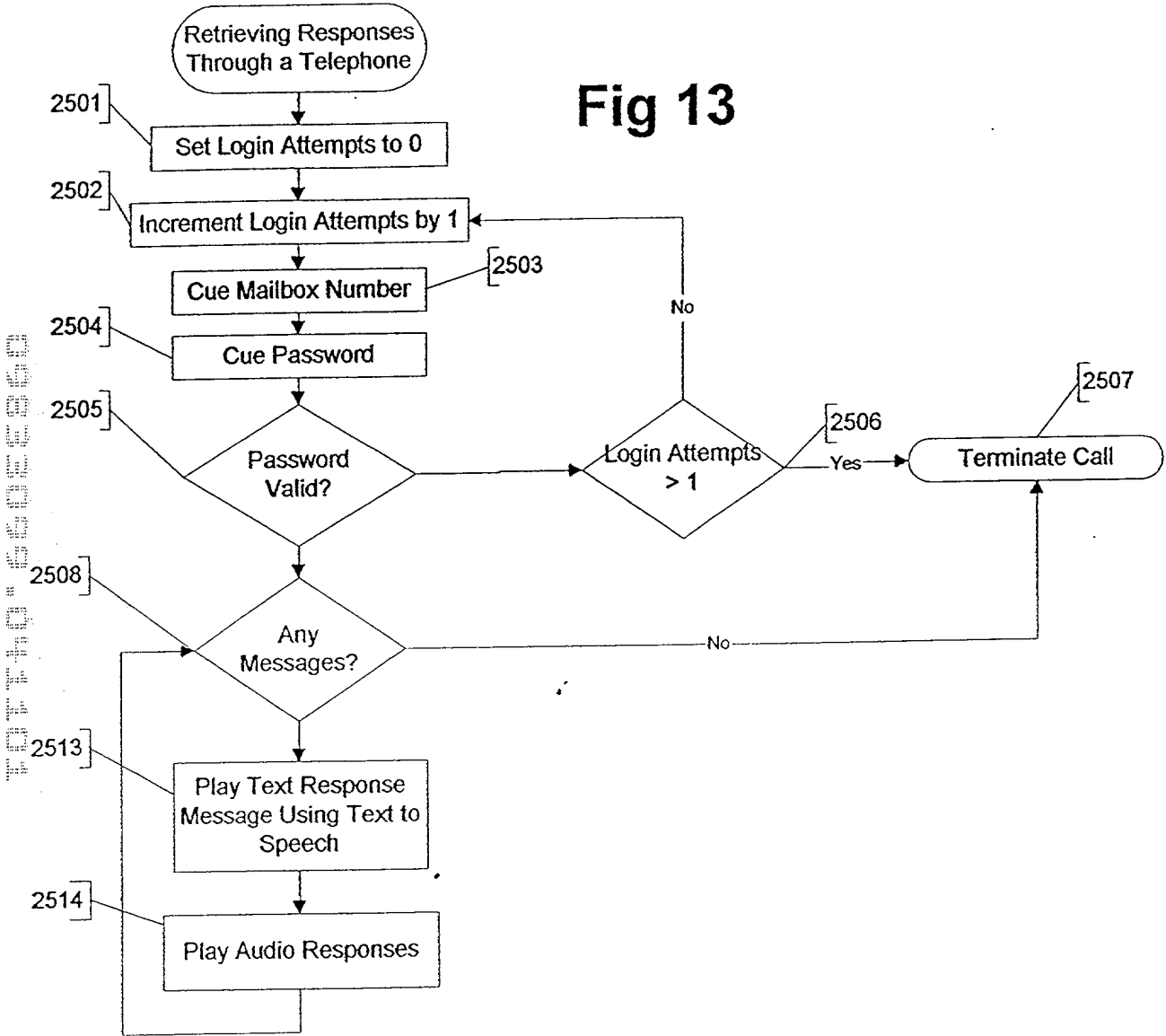
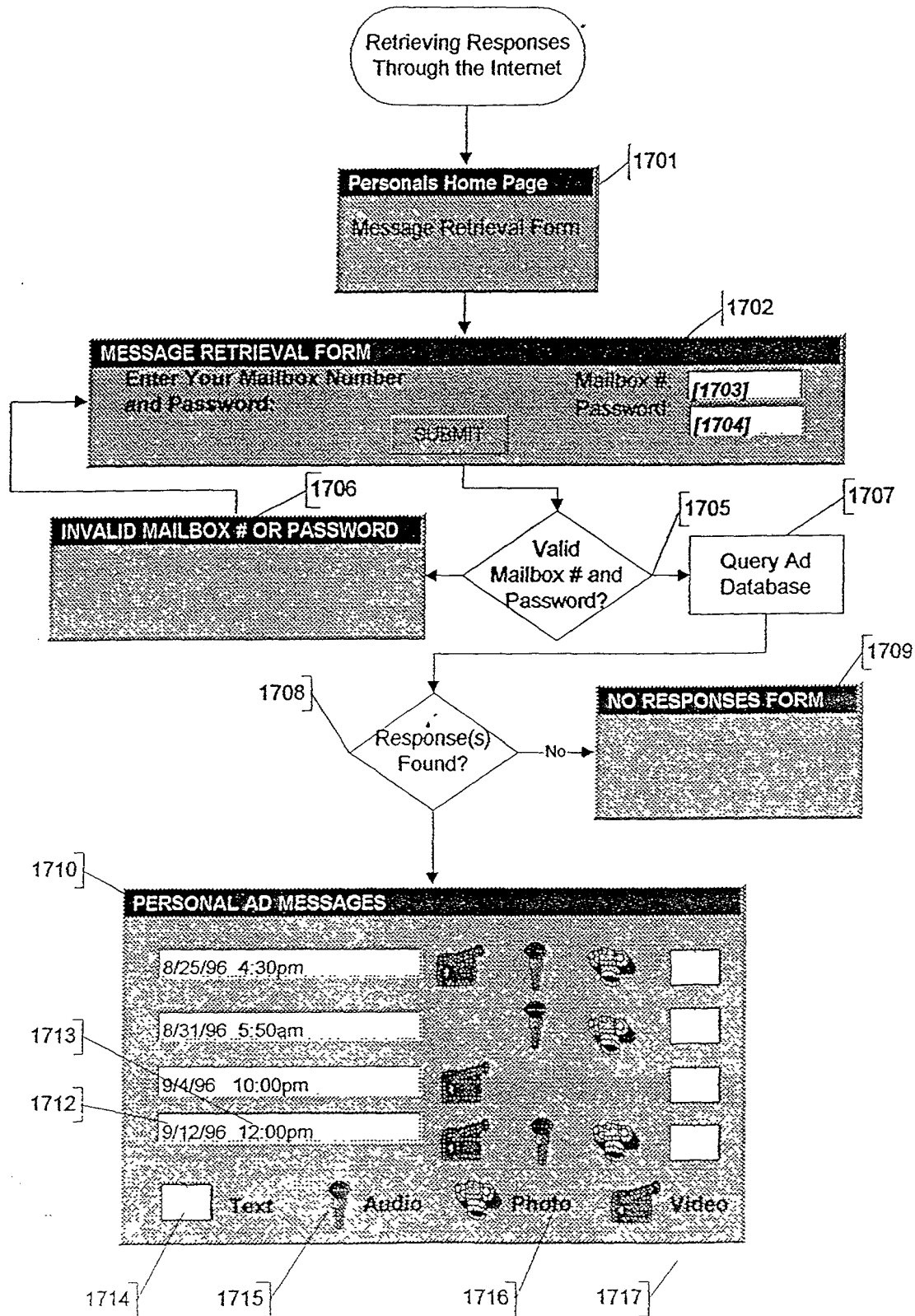


Fig 14



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Fig 15

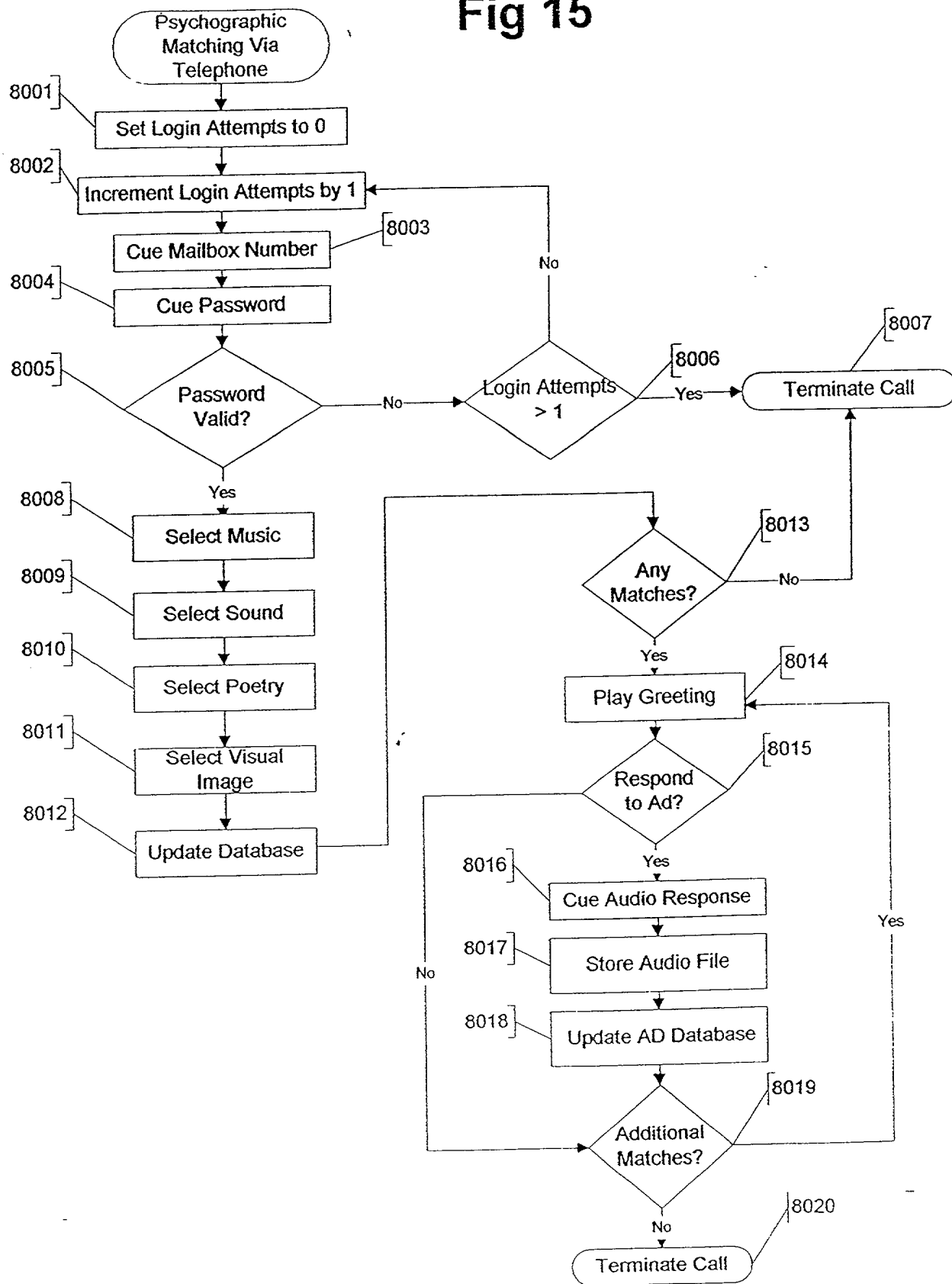
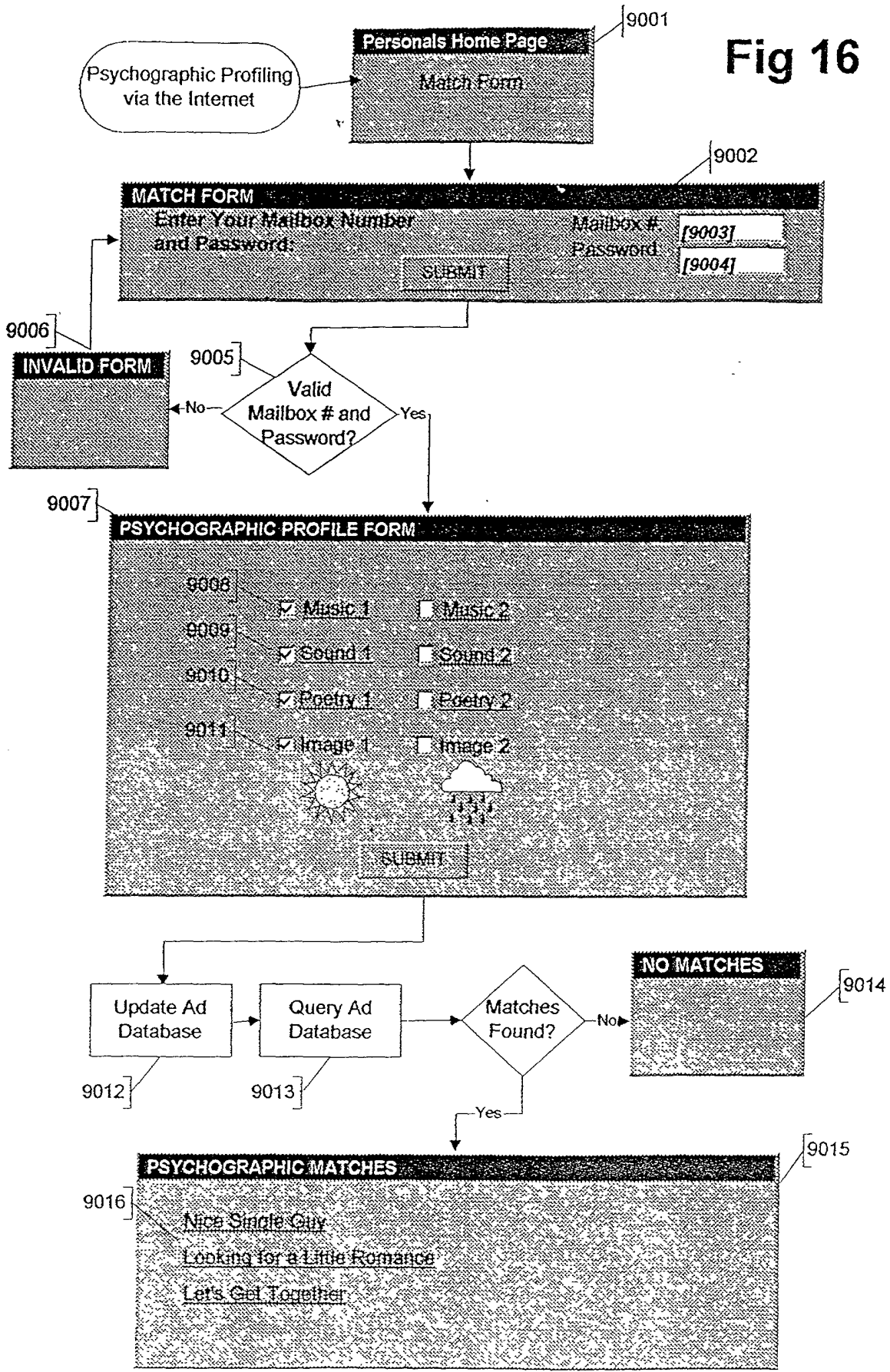


Fig 16



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